



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 10/13 thru 10/19
 (prices in dollars per carton)

Fri. Oct 13, 2006

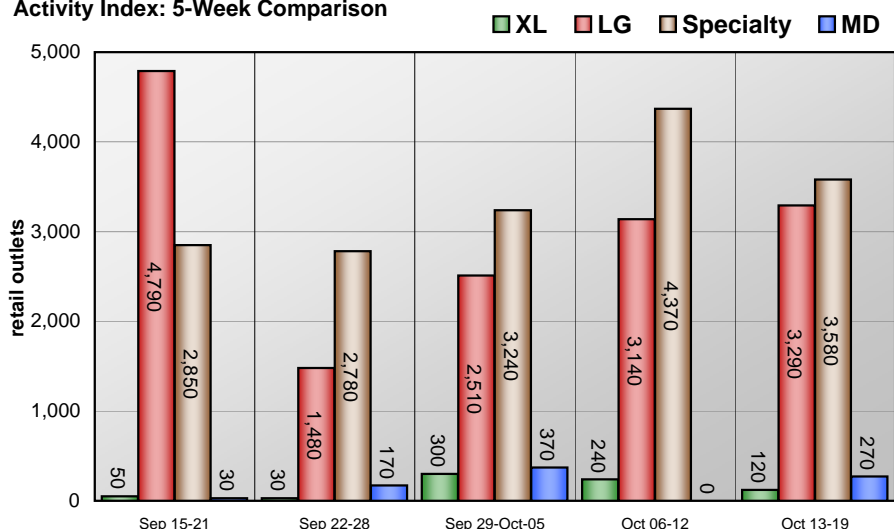
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		43.7% of 17,000 stores				43.6% of 17,000 stores				33.1% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			280	0.88	170	1.49	200	0.73	240	0.88	100	0.97
	White 18 pack			830	1.07			10	0.99			510	1.03
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	0.99	1,000	0.84	70	0.88	1,570	0.76	100	0.96	970	0.80
	White 18 pack	50	0.99	970	1.11			1,360	1.27			240	1.13
	Brown 12 pack			210	2.00							120	1.24
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,070	3.30			540	2.82			900	3.67
	OMEGA-3												
	White 12 pack	210	2.50	450	2.22	490	2.32	1,700	2.13	410	2.43	1,370	2.08
	Brown 12 pack							10	1.50			470	2.62
	CAGE-FREE												
	White 12 pack			130	2.60							140	2.49
	Brown 12 pack			1,720	2.29			1,630	2.09			510	2.56

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,410	3,380	2,280	Large Eggs on Oct-09-2006
Specialty	3,580	4,370	3,800	
Total (includes MD)	7,260	7,750	6,120	559.9
Special Rate 4/:	14.4%	10.1%	10.0%	unchanged

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Feature activity on regular shell eggs is about unchanged from last week, although sharply higher than a year ago. Grade AA 18 pack eggs increased in average price and in Buy 1 - Get 1 Free promotions. The average price of Large Grade A white eggs to consumers dropped when compared previous weeks. Specialty egg ads are down from a week ago. Cage Free brown egg continue to increase in volume and is the clear frontrunner in the specialty egg sector this week. USDA Organic eggs are still highly visible. Omega-3 white egg are very limited this ad cycle, showing up mainly in the Northeast area. Sampled outlets promoting liquid egg products is lower than the past two week when it surpassed shell egg promotions.</p>	

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		45.7% of 3,900 sampled outlets						29.2% of 4,700 sampled outlets						41.4% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,030 (includes Medium)						Activity Index = 1,620 (includes Medium)						Activity Index = 1,080 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.79	10	0.79				0.79	10	0.79				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.39	200	1.19	0.99	50	0.99	0.69 - 0.99	440	0.89				0.59	120	0.59
	White 18 pack				0.99 - 1.50	320	1.25				0.98 - 0.99	140	0.99				0.97 - 1.29	420	1.08
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			0.50	240	0.50	White 12 pack			0.67	10	0.67
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.00	600	3.68				1.98 - 2.99	230	2.45				2.49 - 5.78	130	3.34
	OMEGA-3																		
	White 12 pack	2.50	210	2.50	1.50 - 2.99	430	2.21												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				3.29	60	3.29				2.00	50	2.00						
	Brown 12 pack				1.69	200	1.69				2.00	460	2.00				2.00 - 2.98	390	2.22
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		49.0% of 2,700 sampled outlets						53.2% of 1,900 sampled outlets						77.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,640 (includes Medium)						Activity Index = 510 (includes Medium)						Activity Index = 380 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 0.99	90	0.72				0.99	80	0.99				0.69 - 1.00	90	0.95
	White 18 pack				0.99 - 1.25	490	1.05				1.00 - 1.99	60	1.32				1.00 - 1.50	270	1.07
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.99	20	0.99	0.50 - 0.99	240	0.58												
	White 18 pack	0.99	50	0.99	0.98 - 0.99	90	0.98												
	Brown 12 pack				2.00	210	2.00												
MEDIUM		White 12 pack			0.67	20	0.67	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.00	100	3.00										3.00	10	3.00
	Brown 12 pack																		
	OMEGA-3										2.50	20	2.50						
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.00	20	2.00												
	Brown 12 pack				2.00 - 2.39	310	2.01				2.00 - 3.50	350	3.34				2.00	10	2.00

Note: See page 1 for explanatory notes.

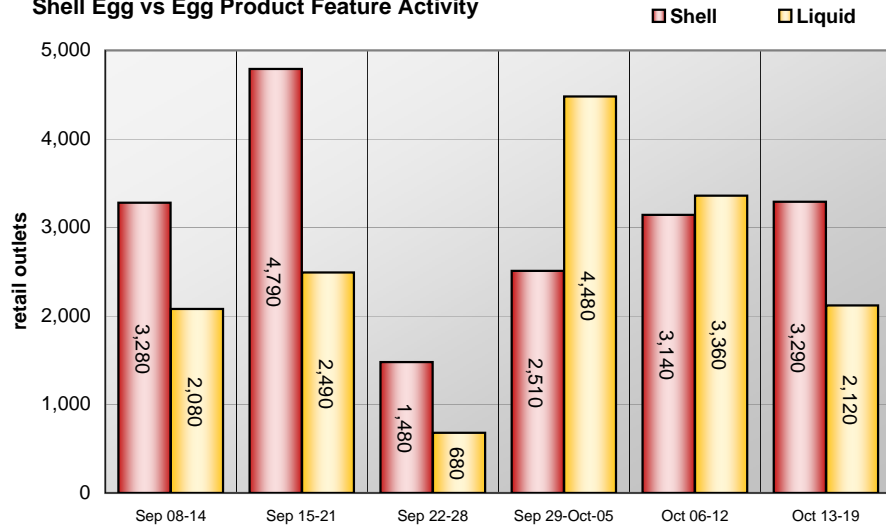


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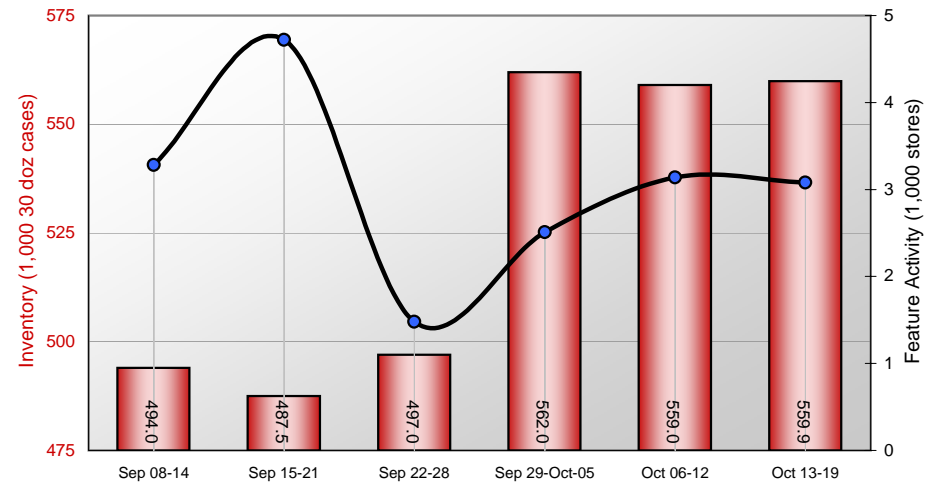
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	13.9%		--		22.9% of 3,900 sampled		8.1% of 4,700 sampled		15.5% of 2,800 sampled		13.5% of 2,700 sampled		0.0% of 1,900 sampled		30.2% of 1,000 sampled	
2/ Activity Index	2,120		3,360		Activity Index = 840		Activity Index = 380		Activity Index = 230		Activity Index = 370		Activity Index = 0		Activity Index = 300	
	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. carton	1,650	2.33	2,130	2.34	2.29 - 3.00	490	2.47	2.00 - 2.69	380	2.41	1.88 - 2.33	230	1.91	1.88 - 2.50	250	2.28
32 oz. carton			620	1.98												
3 - 4 oz. cups	470	2.12	610	4.41	2.00 - 2.50	350	2.20				1.88	120	1.88			
2 - 8 oz. cups																

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.